

Broadband competition 'helps maintain net neutrality'

Competition between rival broadband providers should help safeguard the principle of net neutrality, according to Virgin Media.

Jon James, Executive Director of broadband at Virgin Media, said that with firms fighting to increase their subscriber bases, there is little prospect of service providers throttling broadband connections.

Net neutrality - the principle of treating all broadband traffic as equal - is a long established principle of the internet.

However, as reported by Recombu, some US providers have started charging extra for prioritised treatment.

"There's extremely intense competition in the UK so as long as we make sure the customers know what will and won't happen, the level of competition will determine what can happen," Mr James stated.

He said the only traffic shaping on Virgin Media's network is to ensure quality of experience at peak times.

Other broadband providers, such as Be Broadband, advertise their broadband deals as being entirely unthrottled, meaning all data is treated equally.